

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.
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Our new box comes with a surprise inside.

It has everything you'd expect in a box: crush proof sides and a handy Flip-Top.[®] And something you'd never expect in an ultra light: flavor. Real, honest-to-gosh satisfying cigarette flavor. The reason is Enriched Flavor.[™] And if so much flavor with so little tar doesn't surprise you, there could be only one reason: You already smoke Merit Ultra Lights.

Enriched Flavor,[™] ultra low tar. A solution with Merit.



New Merit Ultra Lights Box.

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Kings: 5 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.



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